## "Name NASA's Next Mars Rover" NAMING CONTEST PRIVACY POLICY

National Aeronautics and Space Administration (NASA) and NASA's Jet Propulsion Laboratory (managed by the California Institute of Technology) take online privacy and security concerns seriously. Children age 13 and under must submit contest entries by mail, with parental signatures. Children 14 and above may submit online. The contest will not require or encourage children of any age to disclose personal information over and above what is reasonably necessary to participate in the naming contest for the Mars Science Laboratory rover or in any activity featured on the "Name NASA's Next Mars Rover" web site at marsrovername.jpl.nasa.gov. Special provisions through a "family information and consent" section are made for student entrants both for online and mail-in Submissions.

<u>COLLECTION OF PERSONAL DATA:</u> NASA/JPL-Caltech will only collect information for internal use related to "Name NASA's Next Mars Rover" Contest.

For online (age 14 and over) and mail-in (all ages) Submissions, data collected actively will include:

- student name and grade
- student rover name idea and related essay
- parent/legal guardian name, email address, street address, city, state, zip code, and telephone number
- parent/legal guardian consent

For online Submissions, data collected passively will be IP addresses of Website visitors and the overall number of submissions.

<u>USE OF PERSONAL DATA:</u> NASA/JPL-Caltech will not use submitted personal information for purposes other than those for which the information was collected, without asking for permission.

Specifically, actively and passively collected data will only be used to contact the thirty Contest Semi-finalists (among them the 9 Finalists and Grand Prize Winner), except as follows:

- Zip codes may be used in aggregate to create an online map with "dots" showing distribution of entrants across U.S. States, Possessions, and from students of American personnel overseas. This map may be used for both media (print, online, and broadcast) and internal metrics purposes.
- IP addresses may be used in aggregate for the purpose of general Website metrics (e.g., # of page views/week). These aggregate

metrics may be used for both media (print, online, and broadcast) and internal metrics purposes.

• The overall number of submissions may be used in aggregate for media (print, online, and broadcast) and internal metrics purposes.

Both actively and passively collected data will be maintained on a secure and encrypted NASA/JPL server and regularly monitored to protect against loss, unauthorized access, use, modification, or disclosure.

Review panelists for judging student essays will only receive the following information: an entrant id# created automatically (passively) upon submission of each online entry (or assigned when received by mail), the grade level of the student (so reviewers can appropriately gauge grade-level-appropriate student aptitude in their essays), the suggested name for NASA's next Mars rover, and the essay explaining the student's reason for suggesting the name.

Sponsors will only access personal data submitted by the 30 Semi-Finalists (among them the 9 Finalists and the Grand Prize Winner) at the time of their selection in order to notify them of their Finalist Status and contact them for Contest prize provision (see Contest Rules).

<u>DISTRIBUTION OF PERSONAL DATA:</u> NASA/JPL-Caltech and Walt Disney Studios Motion Pictures will not sell or rent information relating to entrants or their parents/legal guardians to any company nor will they otherwise disclose such information outside of those mentioned above for such company's own marketing or other commercial use, without obtaining permission.

NASA/JPL-Caltech may hire third parties to assist in activities related to the naming contest for the Mars Science Laboratory Rover, and such third parties will be under an obligation to keep submitted personal information confidential.

Upon request, parents and legal guardians have the right to review their or their child's personal information collected for the purpose of the "Name NASA's Next Mars Rover" contest, have it deleted, and/or refuse to allow the further collection or use of information.

To make such a request, contact:

Mary Baerg, Deputy Lead, NASA Mars Public Engagement Program

by email: <a href="mailto:parentreviewrequest@jpl.nasa.gov">parentreviewrequest@jpl.nasa.gov</a>

or by mail at:

ATTN: Mary Baerg

Rover Naming Contest Parent Review Request Jet Propulsion Laboratory 4800 Oak Grove Drive MS 301-345 Pasadena, CA 91109-8099

<u>DISPOSAL OF PERSONAL DATA:</u> Any personal information obtained during the Contest will be kept until the Contest ends and prizes are delivered, then will be deleted (for online entries) or shredded (for mail-in entries).

ONLINE INSTITUTIONAL PRIVICY POLICIES: In the process of coming up with a name for NASA's Mars Science Laboratory rover, entrants might also visit the NASA, JPL, or Disney websites linked from the Contest site. Information on the institutional privacy policies for these web sites can be found in detail through the following links:

NASA Privacy Policy [http://www.nasa.gov/about/highlights/HP\_Privacy.html]

<u>JPL Privacy Policy</u> [http://jpl.nasa.gov/copyrights.cfm]

Walt Disney Motion Pictures Privacy Policy

http://disney.go.com/corporate/privacy/pp\_wdig.html&name=g\_legalFooter\_privacypolicy